

	<i>State Of Michigan Department Of Technology, Management & Budget</i>	TECHNICAL PROCEDURE
Subject:	Social Media Procedure	Procedure Number
Authoritative Policy:	<u>1340 IT Information Security Policy</u>	1340.00.10.01
Standard Number:	1340.00.05	
Distribution:	Statewide	
Purpose:	To establish a statewide social media procedure for official State of Michigan (SOM) social media sites and accounts.	
Owner:	DTMB eMichigan	

Procedure:

Who	Does What
Agency Emerging Media Board Representative	1) Appoint three (3) Social Media Account Administrators to develop, maintain and be responsible for their respective official agency social media site(s).
Agency Social Media Account Administrator	2) Meet with Agency Emerging Media Board Representative and develop agency social media proposal and justification that will include: goals, objectives, strategy and plan. 3) Submit proposal and materials to respective Emerging Media Board Representative. Materials must include profile images to ensure consistent branding as outlined in the MI-Social Style Guide .
Agency Emerging Media Board Representative	4) Review proposal and justification and either approve or send back to Social Media Account Administrator for rework.
Agency Social Media Account Administrators	5) If approved, begin creating, maintaining and monitoring content on respective social media sites, engaging users and removing content that violates SOM Web and social media standard. 6) Contact Emerging Media Board Representative for questions or guidance as needed.



Agency Emerging Media Board Representative	<ul style="list-style-type: none">7) Identify replacement when an appointed Social Media Account Administrator has vacated the Account Administrator position.8) Ensure all access is removed for the previous Social Media Account Administrator.9) Ensure new Social Media Account Administrator has all necessary accesses and privileges.10) Notify Emerging Media Board of the change.
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Related Tool(s):	State of Michigan's Social Media Website MI-Social Style Guide
Form(s):	N/A
Exclusions:	N/A

Approving authority:

John E. Nixon, CPA (signed by Director Nixon)

Date: (revision 11/30/11)